

RJ REYNOLDS

TOBACCO COMPANY

FILE COPY

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Region Operations Mgr

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July 18, 1997

RJR Account #647510

Ms. C. Hulett

TRADING PORT :

SEPTEMBER DORAL B2G1F / PROMOTION #701143

Dear Cathi:

DORAL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as **17** skus of B2G1F Displays (Item #530030) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
<i>Light</i>	12300-22588	1
<i>Light Men 100</i>	12300-22592	1
<i>Light 100</i>	12300-22589	1
<i>FF 100</i>	12300-22590	1

DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH

DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9
CARTONS PER DISPLAY.

PO #082597

Product / Premium Arrival:

August 25, 1997

Ship Date to Retail:

Week of: September 8, 1997

SKU CUBE :

0.9960

SKU WT (w/o Product):

1.7000 lbs

Retail Sales Offer per Sku:

21 Offers

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT \$ Amount:

\$563.72

Non-EFT \$ Amount:

\$N/A

51859 4795

-2-
B2G1F
TRADING PORT

PROMOTION DESCRIPTION: SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

PLACE INTO EACH DISPLAY:

- * 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100
- * 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
- * ONE COPY OF THE ATTACHED 'RETAILER LETTER'

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$19.60 (1.4 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc

cc: R. Westenberger / 162303

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Retailer Letter

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

Here's A September Offer That's Sure To Please:

Buy Two Packs And Get One Free!

This "Buy 2 Packs - Get One Free" promotion is always popular with customers! For added value, smokers are invited to join Doral & Co. and become eligible to receive free offers and savings all year long. The Doral & Co. insert is sandwiched between the two packs.



This impactful Window Paster is a convenient 12"x12½" size and allows you to place it almost anywhere in your store.

The compact Display Unit easily fits on most counters. Offers come pre-sleeved in white cartons along with a fully assembled display that maximizes your retail counter space.



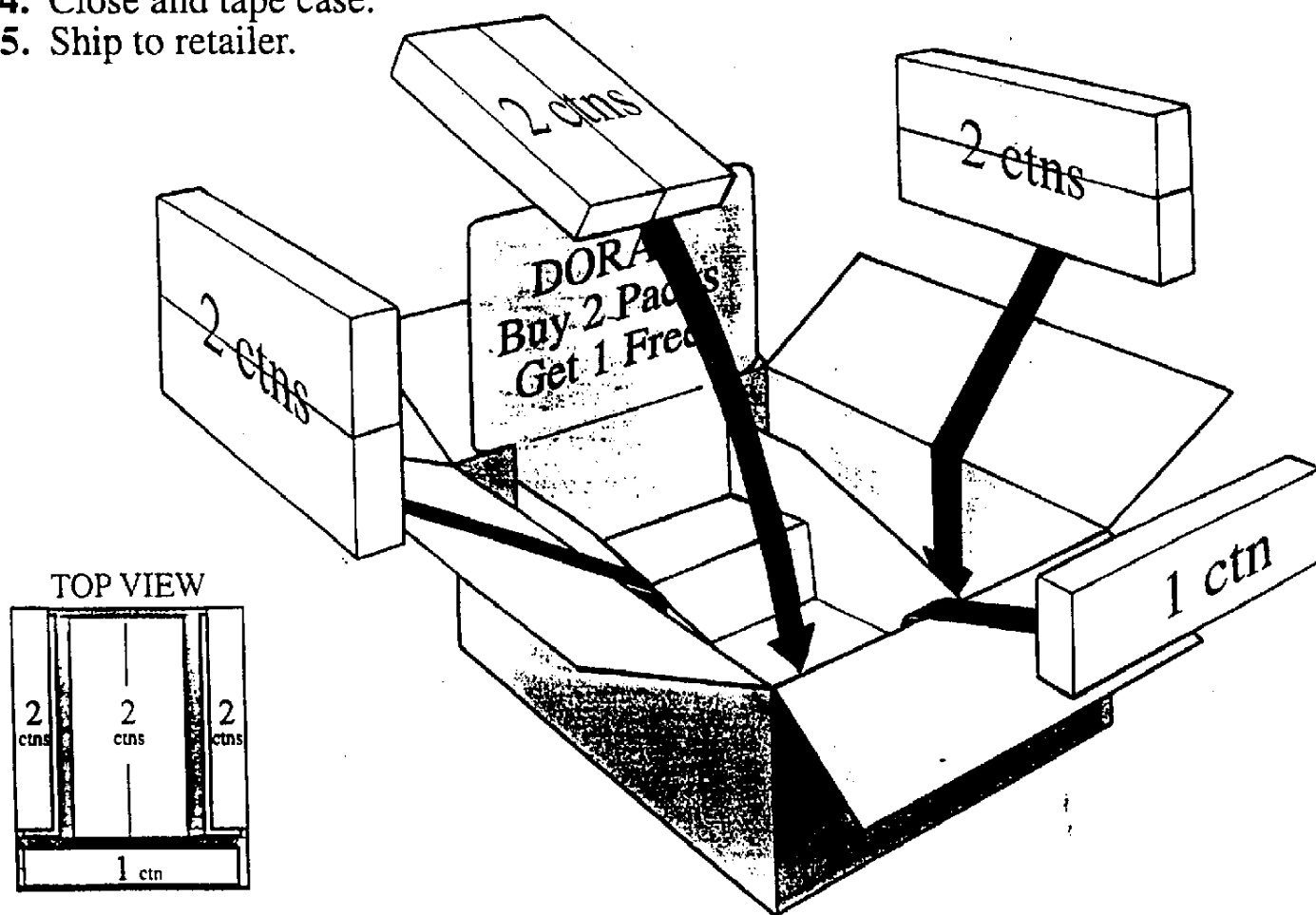
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS--3RD QTR '97

September DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display.
(Promotional product is in white cartons and is pre-sleeved).
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #530030

Description: DORAL September B2G1F Display/POS Kit

Brand Style	<i>Light</i>	<i>L+MEN 100</i>	<i>Light 100</i>	<i>ff 100</i>		
Number of Cartons						

51859 4798

WHOLESALER : 647510 TRADING PORT, INC. <DIRECT>
TEMPLATE : 701143 70900 DOR B2G1F SEPT
TEMPLATE SEQ : 3014
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162205	162237	535904	HAWLEY MARKET	824 HAWLEY AVE	SYRACUSE	NY	13203	4			9432	(115)476-0735
162303	162322	425467	J&P QUIK STOP LTD.	1288 MAIN ST	ROTTERDAM JUNC	NY	12150	2				(518)887-5100
162304	162321	020910	COLONIAL DELI MART	280 MIDDLETOWN RD	WATERFORD	NY	12188	1				(518)233-1310
162304	162321	437417	EASY MART	ROUTE 67	JOHNSONVILLE	NY	12094	1				(518)753-6529
162305	162333	178332	KIRKS	MAIN STREET	PHOENICIA	NY	12464	1				(914)688-9932
162305	162326	682879	J&B'S DELI	RR 1	RAVENA	NY	12143	1				(517)756-2346
162305	162326	767623	SUNNY'S DELI	334 DELAWARE AVE	ALBANY	NY	12209	1				(518)463-5306
162306	162325	176084	WALTS GROCERY & DEL	47 WASHINGTON ST	RENSSELAER	NY	12144	1				(518)462-3814
162306	162325	357600	WALT'S GROC & DELI	77-81 CONGRESS ST	TROY	NY	12180	1			9731	(518)273-8951
162306	162325	514679	WALT'S GROCERY	109 HAMPTON AVE	RENSSELAER	NY	12144	1				(518)462-9100
162306	162326	700515	AVERILL PARK MARKET	RT. 43 & BURDEN L	AVERILL PARK	NY	12018	1			9083	(518)674-3821
162306	162326	766887	E-Z MART	RT 20 & 22	NEW LEBANON	NY	12125	2			9249	(518)794-7611

PAGE BREAK TOTAL ACCOUNTS 12 TOTAL QUANTITY 17

TEMPLATE TOTAL ACCOUNTS 12 TOTAL QUANTITY 17

51859 4799



To All RJR Retail Partners

RETAILER LETTER

DORAL B2G1F

OUR #1 PRIORITY IN 1997 WILL BE TO GET OUR PROMOTIONS TO YOUR CUSTOMERS IN THE QUICKEST WAY POSSIBLE. OUR 1997 PROMOTIONS DIFFER FROM PAST PROMOTIONS AS FOLLOWS:

- WE ASK YOU TO ASSEMBLE DISPLAYS AT YOUR STORE.
- EACH DISPLAY CONTAINS UNPROMOTED LOOSE PACKS.

**IMPORTANT NOTE: THIS IS NOT A MISTAKE AT YOUR WHOLESALER.
DO NOT RETURN THIS PRODUCT TO YOUR WHOLESALER.
PLACE THIS PRODUCT INTO YOUR REGULAR INVENTORY.**

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

RETAILDR.DOC

51859 4800